

**A PRAGMATIC ANALYSIS OF SLOGAN
USED IN CAR ADVERTISEMENT**



RESEARCH PAPER

Submitted as Partial Fulfillment of the Requirements

for Getting Bachelor Degree of Education

in English Department

by

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**SCHOOL OF TEACHER TRAINING AND EDUCATION
MUHAMMADIYAH UNIVERSITY OF SURAKARTA**

2013

APPROVAL

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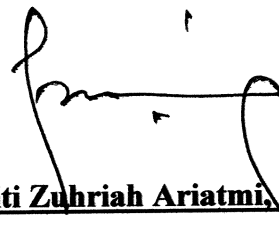
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**A PRAGMATIC ANALYSIS OF SLOGAN
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TESTIMONY

Herewith, I testify that in this Research Paper, there are no plagiarisms of the previous literary works which have been raised to obtain bachelor degree of a university. I use my own words and there is no opinion that has been written or published before, except the written references which are referred in this paper and mentioned in the bibliography. If the future, there will be any incorrectness which is proved and contradicted with my statement here, I will be fully responsible.

Surakarta, July 2013



ASHAR WASKITO I

NIM A320090191

MOTTO

There is a will, there is a way

(The writer)

*Some dreams come true, some don't
but that should never stop us from having good dream!*

(Anies Baswedan)

DEDICATION

This research paper is dedicated to:

His beloved parents “father and mother”

His beloved younger brother

His dearest someone, and

All who helped the researcher to finish the paper

ACKNOWLEDGEMENT



Assalamu'alaikum Wr. Wb

Alhamdulillahirobbil'alamiin, all praise be to Allah, the lord of the world, the master and the creator of everything in the universe, because of His mercies and blessings the writer accomplish to finish his research paper entitled, "A PRAGMATIC ANALYSIS OF SLOGAN USED IN CAR ADVERTISEMENT", as the requirement for getting the bachelor degree in English Department of Muhammadiyah University of Surakarta. Greeting and salvation are presented to the Prophet Muhammad SAW, who was brought human life into the brightness. The success would not be achieved without the help and support from many people during conducting and finishing the research paper. Therefore in this opportunity he would like to express his deepest gratitude and appreciation to:

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16. And others which cannot be mentioned one by one, who help the writer in finishing the research paper.

The writer considers that this research paper is far from being perfect. Therefore, suggestions and criticism are welcome and accepted. His wishes that this research paper would be valuable for the readers.

Wassalamu'alaikum wr.wb

Surakarta, July 2013

Ashar Waskito Inderagiri

ABSTRACT

Ashar Waskito Inderagiri, A320090191. A PRAGMATIC ANALYSIS OF SLOGAN USED IN CAR ADVERTISEMENT. Muhammadiyah University of Surakarta. Research Paper. 2013.

This research is aimed at describing the linguistic forms and meanings of each slogan used in car advertisement. This research is descriptive qualitative research. The object this research is the slogan used in car advertisement.

The data are slogans that are in the form of word, phrase, clause and sentence of car advertisement slogan that only slogan from a car made in Japan taken from internet, television, car brochures, magazine and newspaper. In collecting the data, the writer uses a documentation method by selecting and writing the slogans which is found in internet, television, car brochures, magazine and newspaper. In finding out the linguistic forms of the slogans, the writer uses structural grammar. In describing the meaning of the slogans, the writer uses pragmatic analysis especially speech act theory.

Based on the analysis, the researcher finds the data based on the linguistics form of the slogan 3 (6,12%) data of noun, 1 (2,04%) datum of adjective, 20 (40,82%) data of noun phrase, 3 (6,12) data of verb phrase, 1 (2,04%) datum of adjective phrase, 1 (2,04%) datum of adverb phrase, 1 (2,04%) datum of gerund phrase, 8 (16,33%) data of declarative sentence, 1 (2,04%) datum of interrogative sentence and 10 (20,41%) data of imperative sentence). Based on the meaning of the slogan, the researcher finds 24 (48,98%) data of asserting, 12 (24,49%) data of commanding, 9 (18,37%) data of persuading and 4 (8,16%) data of informing.

Key word: Pragmatic, Slogan, Car Advertisement, Linguistic Forms.

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